

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY  
BOARD OF COMMISSIONERS  
MARKETING COMMITTEE MEETING**

**May 11, 2006**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on May 11, 2006 pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.**

**Board members present were Chairman Dale Venturini, Commissioners Jerry Massa and Jeff Hirsh.**

**Also in attendance were Jim McCarvill, Kerrie Bennett, RICCA; Neil Schriever, PWCVB; Tim Muldoon and John McGinn, RICC; Gregg Caren, SMG Headquarters; Cheryl Schadone and Larry Lepore, Dunkin' Donuts Center; Evan Smith, Newport CVB; Kerry Emmons, RI Sports Council; Kate Moulding and Ray Hill, Local 217 and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:10 p.m. Chairman Venturini announced that the next Marketing Committee meeting would be held on June 20, at 1:00 pm.**

**Noting that the minutes of the April meeting had been distributed, Chairman Venturini sought a motion to approve.**

**Upon a motion duly made by Mr. Massa and seconded by Mr. Hirsh it was unanimously**

**VOTED: To approve the minutes as distributed.**

**Ms. Venturini suggested that the Marketing Committee recommend establishing a line item in the budget to assist the CVB in enticing events to the City. She noted that the funds could be used to sponsor a waterfire or other special event. Ms. Venturini noted the competitive field that the CVB deals with in attempting to bring business to the area. Mr. Schriever stated that although waterfire is a great event more incentive is needed for the winter months. Mr. Hirsh stated that he had met with PPAC and they are willing to work together with the CVB. Ms. Venturini said that a budget of \$50,000 could be used to support bookings and the attraction of non-peak season events. Mr. McCarvill commented that we need to recognize the next waterfire; another incentive or attraction for off-season. Mr. Hirsh said perhaps a theater reception. He continued that we need to offer something that is of good quality. Ms. Bennett suggested that we hold receptions in the new Dunkin' Donuts luxury boxes. Ms. Schadone said that the facilities should explore hosting the Pumpkin Spectacular. She said that both facilities could be used. Mr. McGinn said that he had spoken to the promoters and they have an interest in the City. Ms. Venturini said that we should have a menu of items to choose from. Upon a motion duly made by Mr. Massa and seconded by Mr. Hirsh it was unanimously**

**VOTED: to recommend to the Board the establishment of a fund to be used by the CVB to sponsor events in an effort to entice groups to the City.**

**Mr. Lepore continued discussing the Pumpkin Spectacular. He said that the downtown businesses could be tied in. Ms. Schadone said that she would contact the promoter. Mr. McGinn said that he would contact last year's venue and to see if the event worked inside.**

**Mr. Schriever's power point presentation highlighting CVB activity is attached.**

**Mr. Schriever noted that Amanda Marzullo has been working with Providence College to prepare a bid for a first round of the NCAA Basketball Tournament. The bids are due at the end of business on Friday and the College is bidding on the games for 2009 or 2010. Mr. McCarvill thanked Mr. Schriever and Ms. Marzullo for stepping to the plate and assisting Providence College with the bid. He noted that the original bids, submitted in February, were incomplete and the College was granted an extension until May 15th. Mr. Schriever said that a decision will be made sometime this summer. He also said that the hotels have been cooperative and are offering extremely good packages for the tournament.**

**Mr. Schriever reported that the CVB is currently working on this**

**year's Federal Hill Stroll.**

**Ms. Venturini asked Mr. McGinn to address the Committee. Mr. McGinn introduced Gregg Caren, Vice President of Sales for SMG Corporate. Mr. Caren began by saying that we should be proud of the excellent working relationship that the building has with the CVB. Mr. Caren explained that SMG is the world's largest convention center management firm. He said that the corporate sales staff actively cross markets all SMG facilities. Mr. Caren also discussed a national client agreement with Conferon, the nation's largest meeting planning company. Mr. Caren highlighted SMG's relationship with SISO, Microsoft and VNU. Mr. Caren presented highlights of SMG's international growth.**

**Ms. Venturini thanked Mr. Caren for speaking to the committee.**

**Mr. McGinn's power point presentation is attached. Mr. McGinn discussed several contracted events including MJSA Tradeshow for Jewelry Making, 7th Sense Auto Research, Mary Kay Career Conference and the Latino Expo. Mr. McGinn reported on tentative bookings, NE Interstate Water Pollution Control Center, a Westin lead, and the Women's Expo. Mr. McGinn noted that SMG had participated in the Business Expo and that the event generated several Festival of Trees leads. Mr. McGinn noted the importance of SMG's relationship with Conferon. Mr. McGinn noted Conferon business at the Convention Center and future Conferon prospects.**

**Ms. Venturini recognized Cheryl Schadone and asked that she address the committee. Ms. Schadone reported that Ms. Venturini had accepted her invitation to walk with the elephants in the Circus parade and thanked her for her support. Ms. Venturini commented that the elephants can move very quickly. Ms. Schadone reported that the past year had been one of the most successful for public relations at the Dunk. Ms. Schadone noted that the Dunkin' Donuts Center, in their attempt to reach out to the Latino community had held a concert following the Circus. She said that a ticket to the Circus entitled the bearer to stay for the concert. Ms. Schadone reported that it was a great success and that approximately 1,000 people had attended the concert. Mr. Lepore was pleased to announce negotiations with LeGrande Cirque. He said that this was an SMG referral and it looks like they will be performing in the fall. Ms. Schadone noted that the building is winding down but sales efforts continue for next season.**

**Evan Smith. President of the Newport CVB reported on site inspections for the World Heritage Conference. Mr. Smith noted that the City had rolled out the red carpet for the National Parks Service. He also noted that the New England Governor's Conference began in Newport today. Mr. Smith distributed brochures highlighting the new starfish advertising campaign.**

**Ms. Venturini introduced Kerry Emmons of the Rhode Island Sports**

**Council. Ms. Emmons reported that the Rhode Island Sports Council was formed in 1993. Their mission is to attract major sporting events to the area. Ms. Emmons said that Mr. John Mousseau, Executive Director is well respected in his field and that sporting events have had a \$300 million economic impact to the State. Mr. McCarvill noted that the Sports Council is funded through the State. Ms. Emmons reported that in the past the Sports Council has been aligned with the Greater Providence Chamber of Commerce. She noted that the Chamber is disengaging itself from the Sports Council. Therefore the Sports Council is looking for a new home. Mr. McCarvill asked if this would be something that we should pursue. He stated that this is a State-wide venture and should be more integrated with the CVB. He said there is an opportunity for coordinated sales and better client services, if the organizations could be collocated and operate under a formal marketing agreement with measurable goals, regular reporting mechanisms and comprehensive marketing strategies. Mr. Schriever noted the good relationship with the Rhode Island Sports Council that the CVB has had in the past. Ms. Venturini said that we would consider the concept.**

**Hearing no further discussion, Ms. Venturini entertained a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Massa it was unanimously**

**VOTED: to adjourn at 1:35 P.M.**